Tourism Committee

Thursday, January 26, 2006
1:00 PM
306 HOB

Allan G. Bense
Speaker

Rep. Nancy Detert
Chair

TOURISM COMMITTEE

Thursday, January 26, 2006
1:00 pm – 3:30 pm
306 HOB

I.	**1:00 pm**	**Call to Order**
II.		**Remarks by Chairman**
III.		**Consideration of the following bill:**
IV.		**Update on Interim Project on Sports Economic Development in Florida:**
V.		**Presentation of a report entitled "Economic Impact of Sports and Recreation Activities in Florida," prepared for the Florida Sports Foundation:**
VI.	**3:30 pm**	**ADJOURN**

I. **1:00 pm** **Call to Order**

II. **Remarks by Chairman**

III. **Consideration of the following bill:**

- HB 361 CS - Automated Teller Machine Transaction Charges
  Representative Carroll

IV. **Update on Interim Project on Sports Economic Development in Florida:**

- Jennifer Langston

V. **Presentation of a report entitled "Economic Impact of Sports and Recreation Activities in Florida," prepared for the Florida Sports Foundation:**

- Dr. J. Antonio "Tony" Villamil, Chief Executive Officer
  The Washington Economics Group, Inc.

- Dr. Robert David Cruz, Senior Economist
  The Washington Economics Group, Inc.

VI. **3:30 pm** **ADJOURN**

HOUSE OF REPRESENTATIVES STAFF ANALYSIS

BILL #: HB 361 CS — Automated Teller Machine Transaction Charges
SPONSOR(S): Carroll
TIED BILLS: — **IDEN./SIM. BILLS:** SB 704

REFERENCE	ACTION	ANALYST	STAFF DIRECTOR
1) Economic Development, Trade & Banking Committee	13 Y, 0 N, w/CS	Carlson	Carlson
2) Tourism Committee		McDonald	McDonald
3) Commerce Council			
4)			
5)			

SUMMARY ANALYSIS

HB 361 CS allows the operator of an automated teller machine (ATM) to charge an access fee or surcharge to a customer conducting a transaction using an account from a financial institution that is located outside the United States. The fee or surcharge cannot otherwise be prohibited under state or federal law.

The bill has no apparent fiscal impact on state or local government.

The bill has an effective date of July 1, 2006.

FULL ANALYSIS

I. SUBSTANTIVE ANALYSIS

A. HOUSE PRINCIPLES ANALYSIS:

The bill does not implicate any House Principles.

B. EFFECT OF PROPOSED CHANGES:

Present Situation:

VISA and MasterCard operating rules prohibit the assessment of access fees or surcharges by ATM operators on international cardholders except in states where it is expressly permitted by law.[1] The rules are intended to avoid confusing international cardholders, who rarely have to pay ATM surcharges.[2]

A number of states have passed legislation allowing for the assessment of fees or surcharges on international cardholders, including Alabama, Arkansas, California, Georgia, Idaho, Louisiana, Maine, Mississippi, Montana, Nevada, Tennessee, Texas, Washington and Wyoming.[3]

Section 655.005(1)(h), F.S., defines a "financial institution" as a state or federal association, bank, savings bank, trust company, international bank agency, international branch, representative office or international administrative office, or credit union.

Section 655.960(3), F.S., defines an "automated teller machine" as any electronic information processing device located in Florida which accepts or dispenses cash in connection with a credit, deposit, checking, or convenience account. The definition does not include devices used solely to facilitate check guarantees or check authorizations or which are used in connection with the acceptance or dispensing of cash on a person-to-person basis, such as by a store cashier.

Effect of Proposed Changes:

Effective July 1, 2006, the bill creates a new section of law that will allow the operator of an ATM, as defined in s. 655.960, F.S., to impose an access fee or surcharge not otherwise prohibited by state or federal law to a customer conducting a transaction using an account from a financial institution, as defined in s. 655.005, F.S., that is located outside the United States.

C. SECTION DIRECTORY:

Section 1. Creates s. 655.966, F.S., relating to ATM transaction charges.
Section 2. Provides an effective date.

II. FISCAL ANALYSIS & ECONOMIC IMPACT STATEMENT

A. FISCAL IMPACT ON STATE GOVERNMENT:

[1] According to an article published by ATMmarketplace.com on March 21, 2005 and reprinted at www.greensheet.com/PriorIssues-/050401-/11.htm. Copy on file with Committee staff.
[2] Id.
[3] Id. California and Washington passed legislation after the March 21, 2005 article.

1. Revenues:

None.

2. Expenditures:

None.

B. FISCAL IMPACT ON LOCAL GOVERNMENTS:

1. Revenues:

None.

2. Expenditures:

None.

C. DIRECT ECONOMIC IMPACT ON PRIVATE SECTOR:

The bill should have a positive effect on ATM operators, who will be able to impose a fee or surcharge for international cardholders. The bill will impact international cardholders, who will have to pay new fees or surcharges. This will add to the cost of any travel to Florida (as it would to any other state that has passed similar legislation).

D. FISCAL COMMENTS:

None.

III. COMMENTS

A. CONSTITUTIONAL ISSUES:

1. Applicability of Municipality/County Mandates Provision:

The bill does not require a municipality or county to expend funds or to take any action requiring the expenditure of funds. The bill does not reduce the authority that municipalities or counties have to raise revenues in the aggregate. The bill does not reduce the percentage of state tax shared with municipalities or counties.

2. Other:

None.

B. RULE-MAKING AUTHORITY:

None.

C. DRAFTING ISSUES OR OTHER COMMENTS:

None.

IV. AMENDMENTS/COMMITTEE SUBSTITUTE & COMBINED BILL CHANGES

On January 10, 2005, the Economic Development, Trade and Banking Committee adopted a strike-everything amendment to HB 361. The amendment corrected two cross-references: replaced the term "owner" with the statutorily-defined term "operator," and clarified that the access fee or surcharge that may be imposed must not otherwise be prohibited by state or federal law.

CHAMBER ACTION

The Economic Development, Trade & Banking Committee recommends the following:

Council/Committee Substitute

Remove the entire bill and insert:

A bill to be entitled

An act relating to automated teller machine transaction charges; creating s. 655.966, F.S.; authorizing the operator of an automated teller machine to charge an access fee or surcharge for transactions using accounts from certain financial institutions; providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Section 655.966, Florida Statutes, is created to read:

<u>655.966 Automated teller machine; surcharge.--The operator of an automated teller machine, as defined in s. 655.960(3), may charge an access fee or surcharge not otherwise prohibited under state or federal law to a customer conducting a transaction using an account from a financial institution, as defined in s. 655.005(1)(h), that is located outside of the United States.</u>

Section 2. This act shall take effect July 1, 2006.

Interim Project Update

Current Certifications

Professional Sports:

These facilities receive $2 million per year for 30 years.
Only 8 facilities can be certified for new or retained professional sports franchises. Currently, 7 facilities have been certified.

- Broward Co. for Home Depot Stadium (PANTHERS)
- Joe Robbie, Inc., for Pro Player Stadium (MARLINS)
- City of Jacksonville for Alltel Stadium (JAGUARS)
- Tampa Bay Sports Authority for St. Pete Times Forum (TAMPA BAY LIGHTNING)
- City of St. Petersburg for Tropicana Field (TAMPA BAY DEVIL RAYS)
- BPL Ltd., for American Airlines Arena (MIAMI HEAT)
- Hillsborough County for Raymond James Stadium (TAMPA BAY BUCCANEERS)

Spring Training:

At least 5 facilities can be certified for retained spring training. These facilities receive up to $41,667 monthly for up to 30 years; however, the aggregate monthly total cannot exceed $208,335. This equates to $500,000/year per team or $2.5 million/year for all spring training facilities combined.

Lakeland Joker Marchant Stadium (DETROIT TIGERS)	15 Years
Dunedin Grant Field (TORONTO BLUE JAYS)	20 Years
Indian River (LOS ANGELES DODGERS)	30 Years
Osceola County Stadium (HOUSTON ASTROS)	15 Years
Clearwater Bright House Networks Stadium (PHILADELPHIA PHILLIES)	30 Years

Other Certifications:

- In 1993, the Professional Golf Hall of Fame Facility was created. This facility receives $2 million annually for up to 25 years and is located in St. Augustine, Florida, in proximity to the World Golf Village.

- In 1996, the International Game Fish Association World Center facility was created. It receives $1 million annually for up to 15 years and is located in Dania, Florida.

Florida Spring Training Stadium Lease Dates

Team	Stadium, Location	Park Open (Renovations)	Yrs in Site	Lease Began	Expires	Stadium Owner
Atlanta Braves	Cracker Jack Stadium, Disney's Wide World of Sports, Orlando	1998	9	1998	2017	Walt Disney Co.
Baltimore Orioles	Fort Lauderdale Stadium	1961	11	2004	2007	City of Fort Lauderdale
Boston Red Sox	City of Palms Park, Fort Myers	1992	14	1993	2019	Lee County
Cincinnati Reds	Ed Smith Stadium, Sarasota	1989	9	1989**	2008	City of Sarasota
Cleveland Indians	Chain O' Lakes Park, Winter Haven	1966 (1993)	14	2003	2008	City of Winter Haven
Detroit Tigers	**Joker Marchant Stadium, Lakeland**	**1966 (2003)**	**70**	**2002**	**2016**	**City of Lakeland**
Florida Marlins	Roger Dean Stadium, Jupiter	1998	4	1998*	2017	Palm Beach County
Houston Astros	**Osceola County Stadium, Kissimmee**	**1984 (2003)**	**22**	**2001**	**2016**	**Osceola County**
Los Angeles Dodgers	**Holman Stadium, Dodgertown, Vero Beach**	**1953 (2003)**	**59**	**2001**	**2020**	**Indian River County**
Minnesota Twins	Hammond Stadium, Fort Myers	1991	16	1991	2020	Lee County
New York Mets	Tradition Field, Port St. Lucie	1988 (2004)	19	2003	2017	St. Lucie County
New York Yankees	Legends Field, Tampa	1996	11	1997	2027	Hillsborough County
Philadelphia Phillies	**Bright House Networks Stadium, Clearwater**	**2004**	**3**	**2004**	**2024**	**City of Clearwater**
Pittsburgh Pirates	McKechnie Field, Bradenton	1923 (1993)	36	1991	2011	City of Bradenton
St. Louis Cardinals	Roger Dean Stadium, Jupiter	1998	9	1998	2017	Palm Beach County
Tampa Bay Devil Rays	Florida Power Park/Al Lang Field, St. Petersburg	1977 (1998)	9	1998	2007	City of St. Petersburg
Toronto Blue Jays	**Knology Park, Dunedin**	**1990 (2002)**	**30**	**2002**	**2016**	**City of Dunedin**
Washington Nationals	Space Coast Stadium, Viera	1994	4	1994*	2017	Brevard County

Yellow indicates certified

* Marlins and Expos assumed each others lease when they switched locations in 2003 ** Reds assumed lease of White Sox when they left Florida

Economic Impact Study

Draft Copy

weg | The Washington Economics Group, Inc.

THE ECONOMIC IMPACT OF SPORTS AND RECREATION ACTIVITIES IN FLORIDA

Prepared for:

The Florida Sports Foundation, Inc.

Prepared by

The Washington Economics Group, Inc.

July 1, 2005

2655 LeJeune Road, Suite 608
Coral Gables, Florida 33134
Tel: 305.461.3811 – Fax: 305.461.3822
weg@weg.com
www.weg.com

I. EXECUTIVE SUMMARY

A. Sports are a Key Contributor to Economic Development in Florida

Florida's large and expanding sports and recreation sector is comprised of a number of inter-related industries that provide significant benefits to the statewide economic development effort. Sports and recreation activities contribute to the economic development of Florida in two critical areas: 1) as a generator of economic output, Gross State Product (GSP), labor income, employment and fiscal revenues; and 2) as a provider of externality benefits, such as improving the quality of life of Floridians, providing an attraction for overnight visitors and facilitating the recruitment, retention and expansion of business enterprises.

The attraction of high-value added industries is among the economic goals of the State, and professional, amateur and recreational sports are important elements of quality of life in a community. High quality of life attributes are essential for attracting high-value added workers and industries.

The primary objective of this study is to estimate the economic contributions of this cluster to Florida's economy in terms of macroeconomic output, jobs and income, and public-sector fiscal revenues.

B. Economic Impact of Sports and Recreation Sector is Significant to State's Economy

Sports and recreation activities have a considerable impact on Florida's economy, generating significant revenues for Florida business establishments, supporting many jobs and labor income, and providing important contributions to the State's public-sector revenue base. The aggregate economic impacts of sports and recreation are summarized as follows:

- Sports and recreation activities in Florida have a total economic impact of **$32 billion** as measured by *economic output*.[1]
- Sports and recreation provide support for **434,000 employment positions** in Florida and generate $12.9 billion in annual labor compensation.
- The sports and recreation cluster contributes nearly **$20 billion in Gross State Product**[2] to Florida's economy and produces **$2.1 billion in revenues to state and local governments**.

[1] Economic output refers to the gross operating revenue of Florida firms and the value of output produced by state and local governments. The value of government output is measured in terms of cost (labor and procurement of goods and services).
[2] Gross State Product represents the net value of production ("value added") and is a concept analogous to Gross Domestic Product (GDP) at the national level. Gross State Product consists of compensation to labor, compensation to capital (business profits and interest income), and indirect business taxes (mainly sales taxes).

- Nearly $5.0 billion in profit, interest and rental income results from the economic activity surrounding the sports and recreation cluster.

Table ES.1. Total Economic Impact of Florida's Sports and Recreation Industry Cluster

Impact	*Direct Impact*	*Indirect and Induced Impact*	*Total Impact*
Economic Output (Million 2004 $)	16,591	15,721	32,312
Employment (full and part-time positions)	276,622	157,377	433,999
Gross State Product (Million 2004 $)	10,424	9,546	19,970
Labor Income (Million 2004 $)	7,277	5,611	12,889
Profits, Interest and Rent (Million 2004 $)	1,958	3,068	5,026
State & Local Government Revenue (Mill. 2004 $)	NA	NA	2,113

Source: The Washington Economics Group, Inc.

- The economic impact of sports and recreation, moreover, is spread across a broad spectrum of Florida industries.
    - The three industry groups garnering the largest shares of total economic impact are: the *arts, entertainment, and recreation* industry group with approximately 19 percent of the total economic impact; the *accommodation and food service* industry with 17 percent; and *retail trade* with approximately 8 percent of the total impact.
    - The *government* sector accounts for approximately six percent of the economic impact, while *construction* and *finance and insurance* each account for five percent of the total impact.
    - Forty (40) percent of the economic impact is experienced in the remaining industry sectors of the economy, each of which accounts for less than five percent of the total impact.
- The 434,000 jobs supported by sports and recreation activities are similarly found across a wide range of occupations, from personal services, to office staff and sales, managerial and finance, and production and transport workers.
    - 31 percent of employment supported by sports and recreation are workers that provide *personal services*.
    - *Office and administrative support* and *sales* workers represent 25 percent of the total employment impact.
    - 17 percent of the jobs impact is represented by *managerial and finance* and *business services*.
    - *Production* and *transportation* workers account for 15 percent of the employment impact.

The core elements of the sports and recreation cluster are comprised of a number of distinct components. In preparing the economic impact estimates we separated the cluster into nine components for which there was sufficient data to prepare an economic impact analysis. An economic impact was prepared for each of these components. The components are: consumer spending on sports and recreation apparel and equipment; local government expenditures for parks and recreation; sport fishing (including associated boating), hunting and wildlife-associated recreation; recreational golf and golf courses; professional sports teams; sports associated with pari-mutuel wagering; recreational ownership of horses; sporting events sponsored by Florida's 18 regional sports commissions; and major professional golf and tennis tournaments.[3]

The important economic impacts of each of the nine components are summarized as follows:

➢ ***Consumer spending on sports and recreation apparel and equipment***

Total economic output:	$2.6 billion
Total employment:	36,600
Total labor income:	$1.0 billion
Gross State Product:	$1.8 billion
Total profit, interest and rental income:	$469 million
Total state and local government revenue:	$261 million

➢ ***Local government parks and recreation***

Total economic output:	$2.0 billion
Total employment:	1,200
Total labor income:	$910 million
Gross State Product:	$1.2 billion
Total profit, interest and rental income:	$199 million
Total state and local government revenue:	$85 million

➢ ***Fishing, hunting and wildlife-associated recreation***

Total economic output:	$3.6 billion
Total employment:	52,000
Total labor income:	$1.4 billion
Gross State Product:	$2.1 billion
Total profit, interest and rental income:	$530 million
Total state and local government revenue:	$253 million

[3] It is important to keep in mind that the economic impact of sporting goods sales **associated** with recreational golf, sport fishing and other wilderness recreation, and ownership of horses is estimated within the impact of consumer spending on sports and recreation apparel and equipment.

- ***Recreational golf and golf courses***

Total economic output:	$16.8 billion
Total employment:	203,800
Total labor income:	$6.1 billion
Gross State Product:	$9.9 billion
Total profit, interest and rental income:	$2.8 billion
Total state and local government revenue:	$1.1 billion

- ***Professional sports teams***

Total economic output:	$2.1 billion
Total employment:	18,200
Total labor income:	$1.0 billion
Gross State Product:	$1.3 billion
Total profit, interest and rental income:	$193 million
Total state and local government revenue:	$143 million

- ***Sports associated with pari-mutuel wagering (horse racing, greyhound racing and jai alai)***

Total economic output:	$2.5 billion
Total employment:	36,946
Total labor income:	$1.0 billion
Gross State Product:	$1.5 billion
Total profit, interest and rental income:	$387 million
Total state and local government revenue:	$109 million

- ***Recreational ownership of horses***

Total economic output:	$2.1
Total employment:	25,200
Total labor income:	$764 million
Gross State Product:	$1.2 billion
Total profit, interest and rental income:	$337 million
Total state and local government revenue:	$82 million

- ***Sports commissions-sponsored events***

Total economic output:	$668 million
Total employment:	9,700
Total labor income:	$245 million
Gross State Product:	$409 million
Total profit, interest and rental income:	$117 million
Total state and local government revenue:	$48 million

- ***Major professional golf and tennis events***

Total economic output:	$211 million
Total employment:	3,000
Total labor income:	$78 million
Gross State Product:	$128 million
Total profit, interest and rental income:	$37 million
Total state and local government revenue:	$14 million

The Economic Impact of Sports and Recreation in Florida

Tony Villamil
Chief Executive Officer
Robert D. Cruz, PhD
Senior Consultant for Economics
The Washington Economics Group, Inc.

Florida Sports Foundation
Tourism Committee Presentation
January 26, 2006

Agenda

- Why is Sports and Recreation Important to Florida's Economy
- The Sports and Recreation Industry Cluster
- Methodology
- Summary of Key Findings
- Economic Impact of Identified Sub Sectors
- Moving Forward

Why is the Sports and Recreation Sector Important to Florida?

- Sports and recreation contribute to the economic development of Florida in two critical areas:
  - As a generator of economic output, gross state product (GSP), labor income, employment and fiscal revenues; and
  - As a provider of externality benefits – improving the quality of the tourism experience for out-of-state visitors and facilitating the recruitment, retention and expansion of business enterprises
- Florida's sports and recreation sector generates significant revenues for Florida business establishments, supporting many jobs and labor income, and providing important contributions to the State's public-sector revenue base

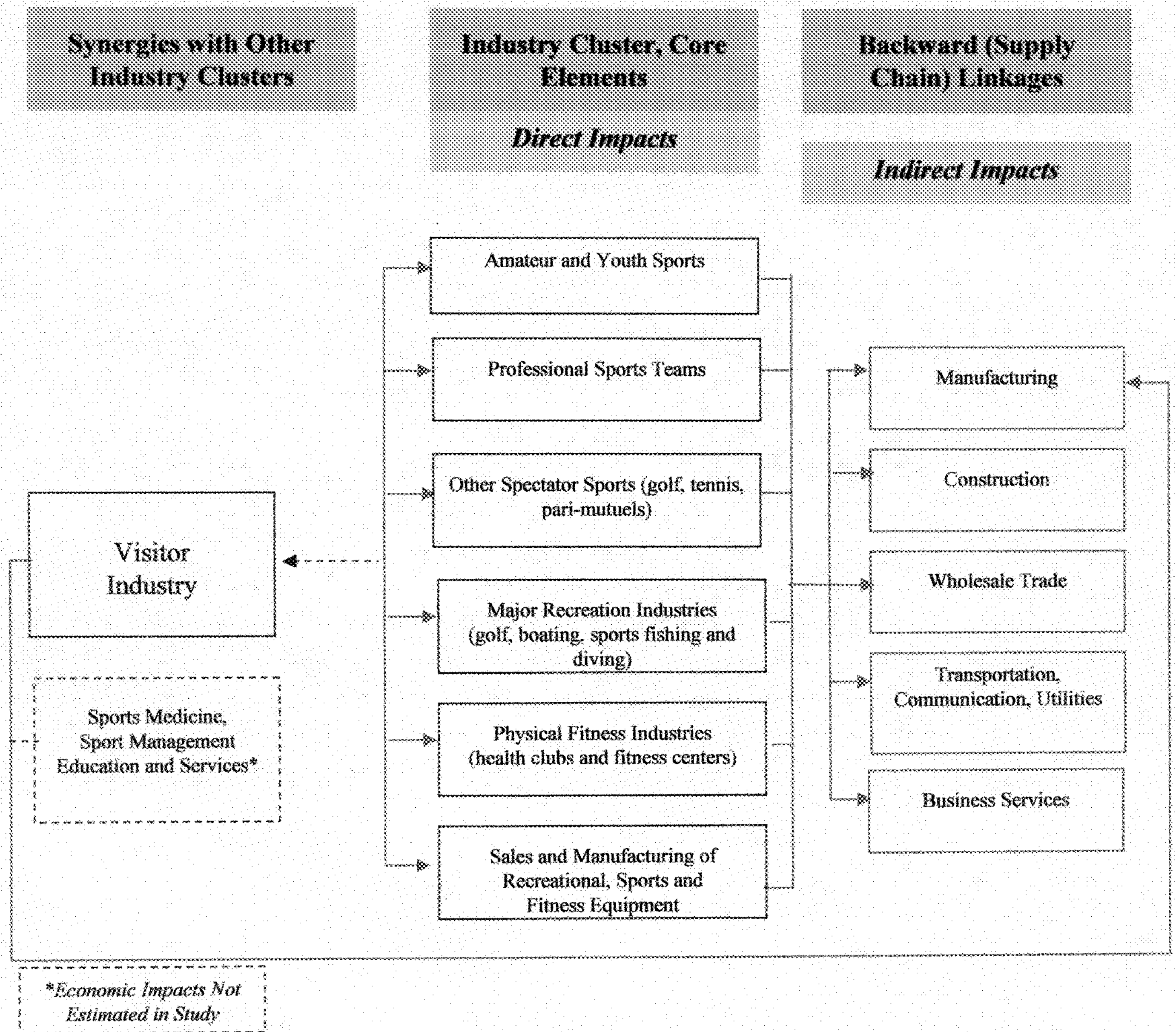
How is the Sports Sector Related to other Industries in Florida?

- Sports and recreation support **the sales and manufacturing** of sports equipment through direct purchase of goods and services
- Accommodations, food service and other visitor related industries benefit from spending by out-of-state spectators to sporting events – both amateur and professional
- **The construction industry** is positively affected by the sports industry through the development of facilities used for sporting events
- The health and fitness industry benefits from sports visitors as they typically use gyms and health clubs
- The media sector in Florida benefits the sports sector whose functions are covered and broadcasted by television and radio outlets

The Importance of Sports and Recreation Clusters of Florida in Economic Development

- An industry cluster is a critical mass of inter-related and mutually supportive companies and public institutions in a particular field and in a particular region
- The tourism industry indirectly benefits from the enhanced ability to attract visitors who seek entertainment and recreation opportunities
- Florida's various sports associations strengthen the sports and recreation cluster by providing promotional and technical assistance, coordination and/or supervision of events to organizers of sporting events
- The sports and recreation cluster activities are far-reaching, impacting diverse industries, thereby facilitating the economic diversification

Florida's Sports and Recreation Industry Cluster



Conclusion

- Additional State and local efforts to expand sports activities in Florida would yield positive and long-term benefits to the State
- The sports and recreation sector is an important driver of Florida's strategic economic development efforts
- Sports and recreation industries also facilitate the recruitment and expansion of corporate enterprises since they positively contribute to the quality of life derived from living and working in Florida

The Sports and Recreation Industry Cluster – *The Key Features*

- Companies that are part of a cluster **cut across many different industry classifications** (manufacturing, finance, transport, education, business services…)
- Cluster companies are **connected in various ways** – suppliers, producers of complementary products/services, firms producing with same or complementary technology
- Cluster companies are also evidenced by **geographic concentrations** (although information technology has modified the definition of geographic proximity)

The Sports and Recreation Industry Cluster – *General Economic Development Role*

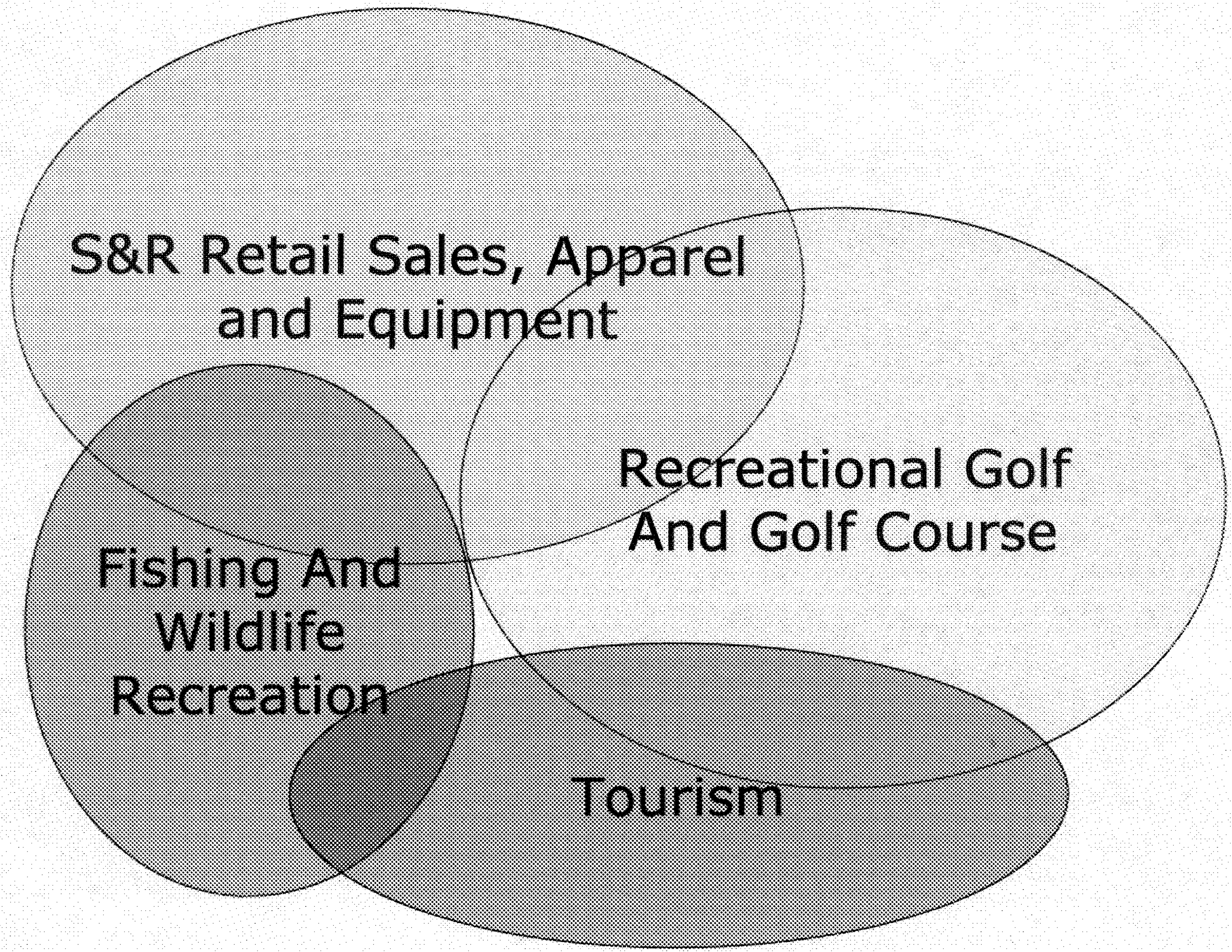
- **Enhance productivity** – better access to key inputs and specialized information, allow exploitation complementarities and synergies, more effective utilization of public infrastructure.
- **Stimulate innovations** -- new products, new markets.
- **Stimulate new business formation** – spin-offs, relocations.
- **Clusters set in motion dynamic, and self-reinforcing and self-perpetuating forces of growth.**

Data Limitations and Recognizing Overlapping Areas

- The economic impacts identified in the study are limited to those activities/events for which reliable data was available.
- Economic impact estimates for nine broad S&R sub sectors were prepared with care not to *double-count* areas of overlap.

Nine Major Sports and Recreation Sub Sectors Included in the Study

- Recreational golf
- Fishing and wildlife associated recreation
- Consumer spending on sports apparel and recreational equipment
- Pari-mutuel sports
- Pro-sports teams
- Recreational ownership of horses
- Local government parks/recreation
- Sports Commissions sponsored events
- Pro golf and tennis events


S&R Retail Sales, Apparel and Equipment
Recreational Golf And Golf Course
Fishing And Wildlife Recreation
Tourism

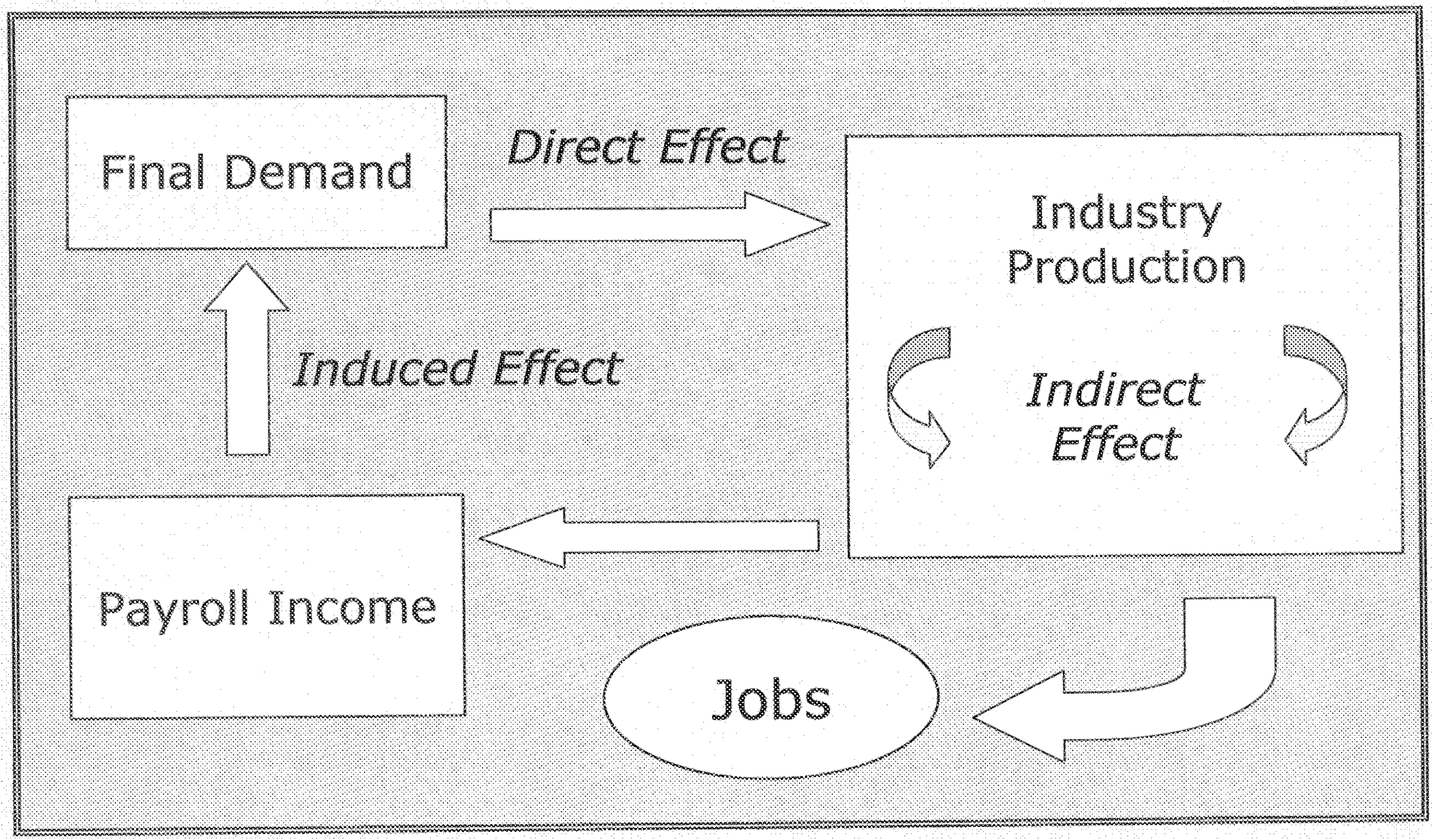
Economic Impact Methodology

- 500-Industry Input-Output Model of Florida
- Model recognizes the supply chain linkages between industries and consumer expenditures likely to result from labor earnings
- Explicitly considers the likelihood that an increase in demand for a particular industry's output will be produced within Florida (regional purchase coefficients)
- Based on national data on inter-industry production relationships, labor productivity and distribution of industry value added
- Adapted to Florida using latest state data on employment and income

Economic Impact Methodology Continued

- Model constructed using IMPLAN software and data
- IMPLAN has 20-year history of being utilized by many federal, state and local government analysts throughout U.S.
- Florida's Office of Econ. & Demog. Research (Legislature) uses it
- Highly credible methodology

Structure of the Economic Input-Output Model

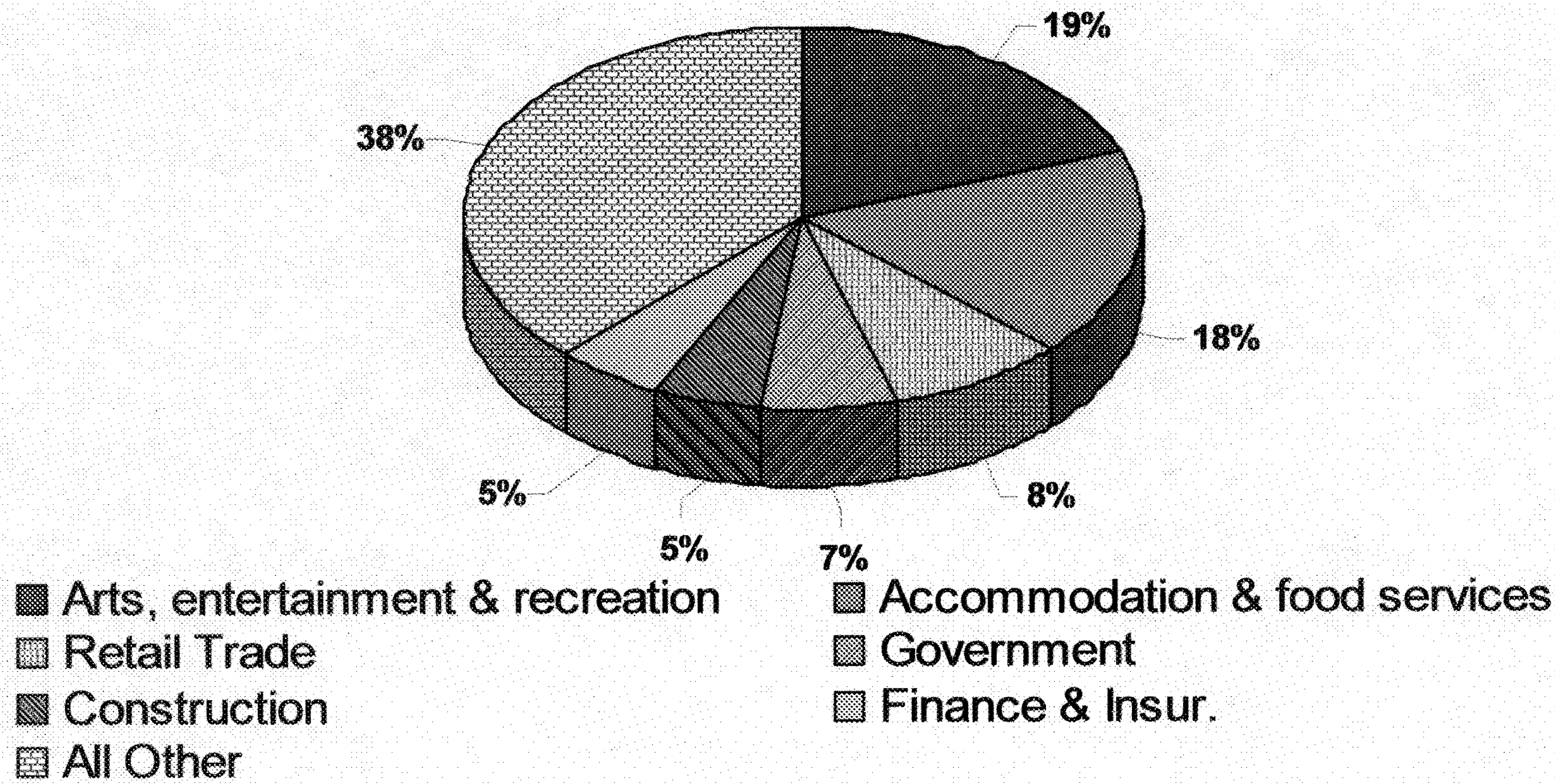


Florida Sports & Recreation Economic Impacts Summary

Impact	Direct Impact	Indirect and Induced Impact	Total Impact
Economic Output (Million 2004 $)	**16,591**	**15,721**	**32,312**
Employment (full and part-time positions)	**276,622**	**157,377**	**433,999**
Gross State Product (Million 2004 $)	**10,424**	**9,546**	**19,970**
Labor Income (Million 2004 $)	**7,277**	**5,611**	**12,889**
Profits, Interest and Rent (Million 2004 $)	**1,958**	**3,068**	**5,026**
State & Local Government Revenue (Mill. 2004 $)	**NA**	**NA**	**2,113**

Source: The Washington Economics Group, Inc.

Distribution of Economic Impact



Generating positive economic impacts across broad spectrum of Florida's economy

Distribution of Employment Impact by Occupation

Occupation	Jobs
Protective Services	6,065
Education and Social Services	6,116
Professional and Science	10,732
Healthcare	13,059
Farming	16,115
Transportation	22,803
Managerial and Finance	31,785
Production Workers	41,208
Business Services	42,367
Sales	51,294
Office and Administrative Support	57,877
Personal Services	134,579
Total	433,999

Sub Sector	Total Economic Impact	Total Employment Impact
	Million $	*Jobs*
Professional Golf and Tennis Events	211	3,031
Sports Commission Sponsored Events	668	9,667
Pro Sports Teams	2,081	18,204
Recreational Ownership of Horses	2,112	25,162
Local Government Parks and Recreation	1,942	31,171
Spending on S&R Apparel and Equipment	2,590	36,581
Pari-mutuel Sports Games	2,447	36,947
Sport Fishing, Hunting & Wildlife Associated	3,563	51,952
Recreational Golf and Golf Courses	16,697	203,775
Totals	32,312	433,999

Putting into context

- Florida's GSP (2004) $594.5 billion
- 9.35 million jobs (full and part-time, wage and salary and self-employed) in Florida
  - Duval, 584,000
  - Pinellas, 570,000
  - Lee, 255,000
  - Sarasota, 206,000

One Example: MLB Spring Training, 2005 (out-of-FL visitors)

- Attendance – nearly 1.6 million
- Extrapolating from a 2000 Fan Survey
  - 815,000 non-FL residents
  - Outside stadium spending, $57.6 million
    - $71 per attendee
    - 51% lodging and 34% food and beverage

2005 Economic Impact Spring Training Out-of-State Visitors

	Direct	Indirect & Induced	Total
Economic Output	$57,588,000	$51,022,000	$108,610,000
GSP	$36,895,000	$30,966,000	$67,861,000
Employment	934	491	1,425
Labor Income	$22,448,000	$17,887,000	$40,335,000
Capital Income	$9,070,000	$10,246,000	$19,316,000
State/Local Govt Rev.	NA	NA	$8,349,000

Another Example: Florida Sports Commissions' Impact

- 17 Regional Sports Commissions across the state
- Economic impact limited to sponsored events and the *Sunshine State Games*
- Survey data indicates 1.3 million visitor nights and $473 million in visitor spending

Sports Commissions Impact

Economic Impact of Florida's Sports Commissions' Sponsored Events (Summary)

Impact	Direct Impact	Indirect and Induced Impact	Total Impact
Economic Output (Million 2004 $)	353	315	668
Employment (full and part-time positions)	6,506	3,161	9,667
Gross State Product (Million 2004 $)	219	190	409
Labor Income (Million 2004 $)	135	110	245
Profits, Interest and Rent (Million 2004 $)	55	63	117
State & Local Govt Revenue (Mill. 2004 $)	NA	NA	48

The Washington Economics Group

Thank You.